

WISCONSIN TRAFFIC SAFETY REPORTER

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Saving lives ... our responsibility

by Frank J. Busalacchi
WisDOT Secretary

All around Wisconsin many people are striving to improve traffic safety, but during 2002 traffic fatalities in the state took a wrong turn; they rose to 805, up 5.4% from 2001.

Crashes are not random events. Our personal decisions make the difference between life and death. We make the fateful decisions to drive too fast, not buckle up, or drink and drive. In a recent crash, for example, a teenager had decided to buckle up at the last moment. She survived, but her three friends who were not buckled up—all were killed.

WisDOT encourages more people to buckle up and supports lowering the legal limit for an OWI first offense to .08 BAC (blood alcohol concentration), as 32 states have already done. After declining for years, alcohol-related fatality rates are now on the rise (see table).

Our society—that means you and me—needs to do what it takes. We need to insist on the tough but sane steps necessary to save lives.

Change in alcohol-related fatality rates

	Wisconsin	US
1982 to 2001	dropped 56%	dropped 62%
Last 10 years	dropped 20%	dropped 32%
Last 5 years	dropped 3%	dropped 11%
Last 3 years	rose 19%	0%
Last 1 year	rose 5%	0%

Source: NHTSA

After years of gradual improvement, fatalities in alcohol-related crashes in Wisconsin now are on the rise.

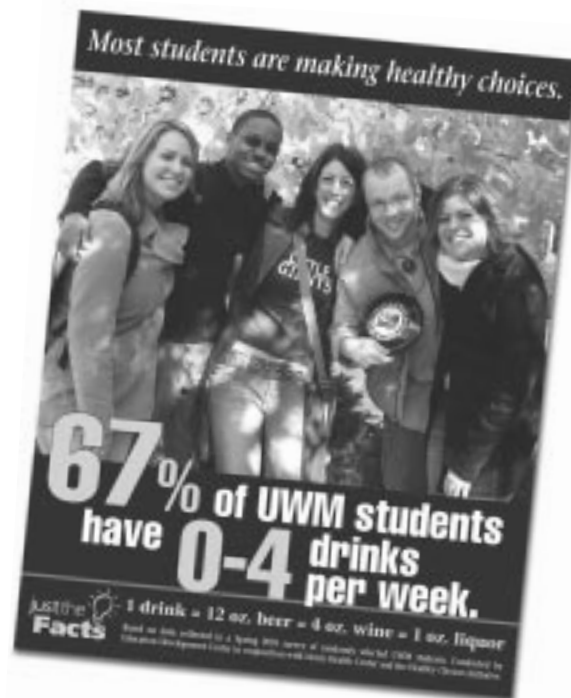
Just the Facts

Marketing campaign targets students' misconceptions about drinking

This school year, UW-Milwaukee students received an important, factual message; "67% of UWM students have 0-4 drinks per week."

The *Just the Facts* campaign is part of a nationwide study to see if conveying the message that the majority of students don't drink heavily can help reduce high-risk drinking on campus. Some schools have already reported success: after two years, the University of Arizona campaign corrected misperceptions and decreased high-risk drinking by 20%.

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Peer pressure—the good kind

Teen Courts help youth get back on track

"I was scared, nervous ... anything you can be," recalls Iowa County teenager Justin Hook as he thinks back two years to his first—and he swears his last—appearance as a defendant in court. "There are so many kids watching you. You don't like reliving (the offense) in front of everybody. It puts you on the spot."

But it wasn't a stern, black-robed authority figure who intimidated him. Stealing cigarettes from a local store had landed him in Iowa County Teen Court, with his peers serving as prosecuting and defense attorneys, bailiff, clerk and jurors. During the half hour hearing, attorneys questioned him and his parents. His sentence: 20 hours of community service, writing an apology to the storeowner, and six terms as a teen court juror.

In the mid-1990s, NHTSA helped launch the idea that teen courts can help with underage drinking and other harmful behavior. Wisconsin's legislature spelled out provisions for teen courts, but provided no state money; communities have to raise their own funds.

Wisconsin's 30-plus teen courts share some common features. First-time offenders, ages 10-16, who have committed nonviolent

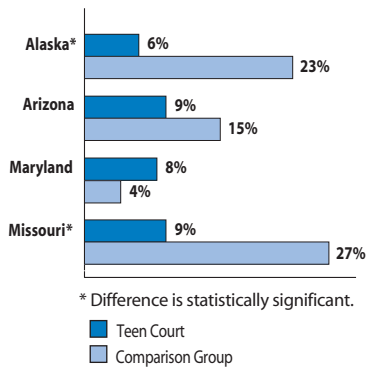
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BIRTHDAY CARD
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Material for this article was used with permission of the **Wisconsin Lawyer** (August 2002) and the author, Dianne Molvig.

Six-month recidivism in four sites



Source: Urban Institute.
Evaluation of Teen Courts, 2002.

Teen Courts help youth get back on track

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misdeemeanors (including some traffic violations) must plead guilty since teen courts don't conduct trials to determine guilt but rather focus on determining consequences. Vilas County circuit court judge James Mohr reports, "From my experience, teen court dispositions are more onerous than the regular court's."

If offenders complete their sentence, the citation disappears from their record, but if they don't comply, or commit another offense, then they automatically end up in regular juvenile court.

Wisconsin Teen Court Association provides training on how to start a teen court.

Contact Nancy Anne Livingston, (715) 479-3749, or nancy.livingston@ces.uwex.edu.

Yes, but do teen courts succeed?

A recently completed national study suggests they might.

The OJJDP (Office of Juvenile Justice and Delinquency Programs) Evaluation of Teen Courts Project studied programs in four states



Vilas County Teen Court Panel (2001); one was home-schooled, the others attended Northland Pines High School, Eagle River

(see graph). Recidivism (i.e., re-offending) rates were compared for youth who went through teen courts with those who went through the regular juvenile justice system. The Missouri and Alaska teen courts had significantly lower recidivism rates, while in Arizona the difference was statistically insignificant. In Maryland the regular juvenile court rate was lower, but in this case the regular system has many similarities to a teen court.



The **Wisconsin Traffic Safety Reporter** is published by the Bureau of Transportation Safety, Wisconsin Department of Transportation. Its purpose is to promote transportation safety, to recognize worthwhile programs, to educate and to share ideas with safety professionals.

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Get to know ... Dennis Johnson

Regional Program Manager, NW Wisconsin
WisDOT Bureau of Transportation Safety



Dennis graduated from UW-Eau Claire with a bachelor's degree in geography, and then worked with small communities in west-central Iowa as a regional planner. In the mid-90s he was a grant writer for the Ho-Chunk

Nation, helping plan a new school and business ventures, such as a bison ranch in Richland Co.

In 2000 he became the WisDOT-BOTS regional program manager for the 17 counties in north-west Wisconsin. He administers grants and addresses safety issues at the quarterly meetings of county traffic safety commissions, providing

traffic fatality statistics, safety alerts (e.g., OWI issues, seatbelt usage), legislative updates, vehicle safety news (recalls, insurance ratings, etc.) and seasonal items such as winter driving tips.

The traffic safety commissions have a proven record of mitigating serious roadway hazards. For example, US Highway 53 from north of Rice Lake to just south of Superior was targeted because of frequent intersection crashes. The USH 53 Intersection Safety Team, consisting of WisDOT and county officials along with private citizens, developed a plan that included both new striping and signs and warning lights at and near intersections. Placemats with instructions on how to safely cross a four-lane highway were distributed at businesses along the corridor, and law enforcement patrols and visibility were bolstered in high-risk areas resulting in a much lower crash rate.

Contact Dennis at (715) 836-5168 or
dennis.johnson@dot.state.wi.us.

Helping Wisconsin teens make positive choices

All around Wisconsin, middle schools and high schools are offering the Power of One multimedia assembly program to help 7-12th graders learn about how to make positive life choices.

Using excerpts from popular movies, music and real-life stories, the motivational program discusses: choices with long-term consequences, ways to make wise choices, violence prevention, safe driving, and healthful alternatives to using alcohol and other drugs. For follow-up teaching, schools also receive a CD-ROM curriculum that includes lessons and a survey on the program's impact. Schools often bring in a law enforcement representative to talk with students.

Stories abound regarding the program's influence and community support. Last year Platteville High School had some difficult times—there were several expulsions and some staff down-sizing—and principal Jeff Jacobsen says the Power of One program helped get this school year off to a good start.



In the Sheboygan and Manitowoc areas, Lakeside Pepsi, a locally-owned bottler, provides funding for the program in 30 area schools, along with refreshments for the students who help set up the program's three large screens.

Marketing campaign

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UWM is one of 32 colleges participating in the five-year study to test the effectiveness of what is called social norms marketing. We're all influenced by what we think other people—especially our peers—are doing, by what we perceive to be the social norms. For example, some students might feel pressured to drink because they feel that "everyone else is doing it." The theory of social norms marketing is that:

- Sometimes we misperceive social norms.
- This can influence us in negative ways.
- Learning what the social norms actually are can influence us in positive ways.

Figuring students know best how to connect with their peers, researchers have worked with students from public relations and advertising classes to help with the campaign. Groups of six students act as account executives in their own advertising agency, help with graphic design, and assess marketing venues. Brainstorming has identified numerous ways to get out the message: fliers in freshmen orientation packets, bookmarks, birthday cards (see example), ads in the student newspaper and residence halls newsletter, and chalked notices on well-traveled sidewalks. Ideas are market-tested with students prior to implementation.

To see if students have seen the message, marketing team members wearing a *Just the Facts* sandwich board approach students in cafeterias, and students who know the message get a trilighter pen or a candy bar. Message awareness has risen to 91%.

Each spring, random sample surveys at the 32 colleges with marketing campaigns and also at control colleges will assess actual student alcohol consumption and student perceptions of other students' alcohol use.

For more information, contact Dr. Carol Ott, UW Milwaukee, at carolott@uwm.edu

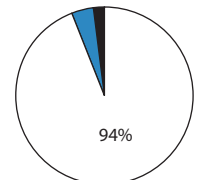


To schedule a show, schools can call Motivational Productions at (800) 722-4945 or visit www.motivationalpro.org. For additional information and materials, contact Blinda Beason, WisDOT-BOTS, at (608) 264-7337 or blinda.beason@dot.state.wi.us.

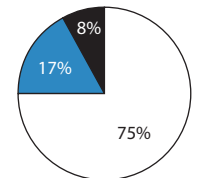
Most young people do not drink

Drinking occasions among youth (past 30 days)

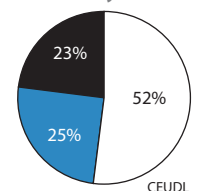
12- to 14-year olds



15- to 17-year olds



18- to 20-year olds



- CEUDL
- ☐ 0 drinks
 - ☒ 1 to 4
 - ☒ 5 or more

Center for Policy Analysis and Training, Pacific Institute for Research and Evaluation

Scary facts

About 1,200 college students die each year in car crashes and other alcohol-related incidents.

500,000 students are injured annually while under the influence of alcohol, and over 600,000 are physically or sexually assaulted by students who have been drinking.



Youth Leadership Power Camps

Don't get mad ... get positive. Every summer MADD (Mothers Against Drunk Driving) conducts camps that help young people learn the skills necessary to create positive changes in their schools and communities. From considering public policy options, to joining law enforcement efforts, to using the media, young people learn ways to change attitudes that condone underage drinking and overlook drug use.



Happy Power Campers

Participants get the facts on the physical and psychological effects of alcohol and drug use, learn about successful substance abuse prevention programs, and help create a plan for a program in their own community.

Protecting You / Protecting Me Alcohol prevention program for elementary schools

Alcohol is the #1 drug choice of youth, killing 6.5 times more young people than all illicit drugs combined. Alcohol is involved in the three leading causes of death among young people: motor vehicle crashes, homicides and suicides. Conducted by trained high school students along with school personnel and prevention specialists, this curriculum teaches first through fifth graders basic safety skills, alcohol's effects on the developing brain, and how to protect themselves by making good decisions—such as what to do when riding in a car with an unsafe driver.

Visit www.madd.org or call (800) 799-6233.

Youth Press of Wisconsin A voice for teens

Helping teens ...

- Learn to use the media to promote citizenship, leadership and a healthy lifestyle
- Communicate about their interests
- Develop teamwork skills
- Connect with community leaders

... and have fun too! These are all part of Youth Press (YP), a program of the Marshfield Clinic, Center for Community Outreach.

Youth groups from around the state attend Youth Press learning events along with adult leaders from their communities. The one-day YP Media Blitz helps youth develop press releases and video or radio public service announcements (PSA) for their community. During one recent event, public access television Channel 11 in Eau Claire showed students how to create a PSA on the dangers of underage drinking and driving. YP Media Residency is a longer version of the Media Blitz.



Students interview a local EMT during the McFarland Media Blitz, July 2002. They also interviewed the police chief about underage drinking and driving.

The young people also create *Youth Press of Wisconsin News* (visit www.marshfieldclinic.org) which includes editorials, personal stories and poetry. WisDOT-Bureau of Transportation Safety provides funding support, and the YP Youth Editorial Board makes sure the cub reporters cover safe driving.

Contact Mary Jo Knobloch
YP program manager
at (715) 221-8421 or
knobloch.maryjo@marshfieldclinic.org.

How can we do better?

Reassessment of Wisconsin's impaired driving program

From March 31 to April 4, a team of national experts, recommended by NHTSA, will assess all aspects of how Wisconsin is combating impaired driving. This process, which last occurred in 1993, reviews topics including prevention, enforcement, treatment, program management, driver licensing, prosecution and adjudication.

WisDOT-BOTS and other organizations provide the team with written material (e.g., covering what has occurred

since the last assessment) and presentations are made by individuals from all segments of the impaired driving arena. Using NHTSA's *Uniform Guidelines for State Highway Safety Programs* along with current best practices, the team then develops a report on Wisconsin's strengths and perceived weaknesses.

Contact Carol Karsten, WisDOT-BOTS, at (608) 266-0550 or
carol.karsten@dot.state.wi.us.

Madison . . .

Cruising the Avenue

Police: "This isn't a drag strip."

Young people cruising East Washington Avenue on a weekend evening is a venerable Madison tradition. Though it's often harmless fun, neighbors sometimes complain of amplified mufflers, squealing tires and racing.

The Traffic Enforcement Safety Team (TEST) within the Madison Police Department has responded to high-risk driving with an enforcement and education campaign. Along with zero tolerance for moving traffic violations, equipment violations have also received attention. Amplified mufflers, illegal lights and tinting contribute to a party-like atmosphere and risky driving. A cruiser pamphlet was developed for young drivers, and TEST officers helped with Road RAVES (see below).

Yes, but can it be fun?

Road RAVES connect with youth

Young adults often feel they've heard it all before, and their eyes can glaze over when adults approach with messages on how to behave. How to get through?

One approach is to combine fun activities with learning something positive. During the summer of 2002, the Madison Police Department hosted three Road RAVES (Reducing Alcohol Violations through Education) during



A fully equipped squad car, this vehicle is part of all MPD alcohol enforcement and education programs.

which young adults, ages 15-25, learned about the hazards of drinking and driving, not wearing seatbelts and other harmful decisions. RAVES included video and paintball games, caricatures, putt for prizes, a climbing wall and show cars. Local radio stations did live remotes, and the final event featured Nashville recording artist Rebecca Lynn Howard.

Participants could sign a pledge to buckle up and not drink and drive; this qualified them for prize drawings for DVD players and gift certificates. Over 500 pledges were signed, and a mid-October random survey found no pledge violations.

Contact Officer Andy Slawek, MPD, at (608) 261-9687 or aslawek@ci.madison.wi.us

Study

Youth see more alcohol ads than adults

America's youth see far more ads for alcohol in magazines than adults do. A study by the Center on Alcohol Marketing and Youth (www.camy.org) at Georgetown University found that more than half the money spent on alcohol ads in magazines went to youth-oriented ones.

An example from *Rolling Stone*, with over four million readers who can't legally drink (35% of its audience):

A lithe, laughing young woman wearing low-slung jeans and what looks like a black bra pours drops of liquid on her bare belly; a young man licks them up. "Vegetarian by day," says the ad. "Bacardi by night."

Trainings

Drug Recognition Expert

Classroom	April 21 - May 1 Wausau
Field Certification	May 2-3 Wausau May 6-10, 14-17, 21-23 Location to be determined

Contact Bill Kraus at (715) 457-2241 or wmjkraus@earthlink.net.

Standard Field Sobriety Test

Instructor Class	September 22-26 Wausau
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Contact Mary Adler, WisDOT-BOTS, at (608) 267-3249 or mary.adler@dot.state.wi.us.



Conference tackles underage drinking

Each year the Office of Juvenile Justice and Delinquency Programs (www.ojjdp.ncjrs.org) within the US Department of Justice holds a national leadership conference to help a wide variety of professionals climb the slope to reduced underage drinking.

The September 2002 gathering highlighted:

- States' accomplishments in enforcing underage drinking laws
- Youth-led initiatives
- Using the media to enhance programs.

Visit www.udetc.org.

Highway Safety Partners

This section profiles people who are helping improve traffic safety in Wisconsin.

Thelma Kuska

NHTSA Region V (upper Midwest)

Before coming to NHTSA, Thelma was an emergency department nurse and often dealt directly with the terrible consequences of unsafe driving.



She joined ENCARE (Emergency Nurses Care; www.ena.org) and spoke to schools and senior groups about the harm done by drinking and driving and not using seatbelts. When a 4-year-old was brought into the ER with abdominal injuries (seatbelt syndrome), having been improperly

restrained with a seatbelt instead of a booster seat, she decided to learn more about child safety seats. Today, she is a certified child passenger safety technician and instructor, having taken the Standardized Child Passenger Safety Course (www.nhtsa.dot.gov/people/injury/childps/Training/).

Joining NHTSA in 1997 as a regional program manager, Thelma is the agency's contact person for WisDOT Bureau of Transportation Safety, and helps educate nurses, police, EMS personnel and other safety advocates on injury prevention.

Contact Thelma at (708) 503-8892 x20 or Thelma.Kuska@nhtsa.dot.gov.

John Corbin

*PE, PTOE
WisDOT State Traffic Engineer*

As the State Traffic Engineer for WisDOT, John leads the statewide traffic operations program. His work



includes managing traffic safety engineering programs, supporting traffic incident management programs, and supporting WisDOT legislative and budgetary initiatives.

He has also served as a freeway operations engineer in the metropolitan Milwaukee area, managing

the Intelligent Transportation System program, implementing the freeway traffic management system, and developing freeway operational and safety improvement projects.

John feels the state has important challenges and opportunities in the following areas:

Organizing and planning As they tried to improve traffic safety in the past, engineers often ended up jumping from one hot spot to another, from one safety campaign to another. Now increasingly they are able to pursue sustained, regional, and broadly

integrated strategies. An example of effective regional planning which he helped develop is the MONITOR-Milwaukee Freeway Traffic Management Center. Inter-organizational planning is supported by such groups as the WisDOT Traffic Safety Council, and he foresees important benefits in areas such as work zone, road weather, and older driver safety.

Data management Powerful new tools such as GIS (Geographic Information Systems) are helping engineers assess traffic safety problems, patterns and trends. (Editor's note: the Vol. 5, No. 3 issue of this newsletter focuses on GIS.) Effectiveness depends on institutional support, and the private sector and universities can be important partners.

Integrating technology Engineers are selecting which new technologies can be most effective, and their efforts are being coordinated with law enforcement and public education.

Contact John at (608) 266-0459 or john.corbin@dot.state.wi.us.

Bruce Matzke

Federal Highway Administration

The new administrator for the FHWA Wisconsin Division Office, Bruce has 33 years experience with



FHWA and is well prepared to meet the agency's top challenges: highway safety and congestion mitigation.

Along with administering federal-aid highway funding programs used by WisDOT to make infrastructure improvements to the state and local transportation system, FHWA also

collaborates with other state agencies, local government and private organizations to improve highway safety. Starting in 2003, all FHWA offices will focus on reducing run-off-the-road, intersection and pedestrian crashes. Other goals include improving occupant protection and the integration of safety improvements on infrastructure projects.

FHWA requires states to use crash-tested roadside safety hardware such as guardrails, light poles, sign supports and bridge rails on the National Highway System, and recommends their use on other roads when economically feasible. In crash tests the dummies wear seatbelts. Unfortunately, many live vehicle occupants don't buckle up, increasing the likelihood of being injured or killed. Bruce and other highway engineers are dismayed that so many occupants are unbelted, especially among young drivers; for drivers ages 16-25 in Wisconsin, the seatbelt use rate is a dismal 55%. He supports efforts to increase seatbelt usage, including mandatory belt laws and enforcement campaigns.

Contact Bruce at (608) 829-7500 or bruce.matzke@fhwa.dot.gov.



Impaired driving crackdown

Law enforcement collaboration improves

During the holidays, state and local law enforcement in Wisconsin joined the nationwide *You Drink & Drive ... YOU LOSE* crackdown on drunk driving. The campaign focused on two proven prevention strategies; increased public awareness and highly visible detection, arrest and prosecution.

Two years ago, Dane County's law enforcement agencies proved that a countywide, inclusive deployment can be effective at increasing public awareness and reducing crashes. Collaboration involved the county sheriff's department, city and town police, and the Wisconsin State Patrol. There were eight similar countywide deployments in 2002, and there will be more this year. Once agencies determine their deployment schedule and locations, they divide up any federal allocations accordingly. Some agencies participate without reimbursement for overtime. Alcohol saturation patrols occur year-round in Wisconsin.

In 2001, about 40% of crash fatalities were alcohol-related.

Contact Mary Miller, WisDOT-BOTS, at (608) 267-3155 or mary.miller@dot.state.wi.us.

Truckers keep eyes peeled for safety

In the new nationwide *Highway Watch* safety and security program, professional truck drivers are receiving safety and anti-terrorism training. They can then call a national toll-free number to report highway hazards including impaired drivers. Within the state, calls are forwarded to the Wisconsin State Patrol.

The Federal Motor Carrier Safety Administration helps with funding, and in-state program partners include the Wisconsin Motor Carriers Association. The potential for enhancing safety will grow as trucking companies and commercial truck drivers increasingly use location and wireless communication technologies.

Contact Susan Webb, WMCA, at (608) 833-8200 x12 or sfwebb@witruck.org.



For road emergencies

All across Wisconsin, motorists can report emergencies by pressing 911 on their cell phones and connecting directly to a county dispatch center. These calls can be life-savers in the case of crashes, motorists who appear to be impaired, hit-and-run incidents, dangerous road debris, etc. But remember ... whenever possible, pull off the road to a safe place before making the call.



With a renewed vision and mission, WTSOA continues to evolve to meet the changing needs and challenges of traffic safety enforcement professionals. The association's purpose is to

- Improve knowledge and skills
- Promote uniformity in traffic policing
- Support collaborative community partnerships

Recruitment for new membership began in mid-January, and information about the September WTSOA conference will be coming out soon.

Contact Pete Annis, vice president, WTSOA board of directors, at traffycop@aol.com, or Mary Miller, WisDOT-BOTS, at (608) 267-3155 or mary.miller@dot.state.wi.us.

New and Improved!

Traffic safety is prominent on new WisDOT Web site

With a new address—www.dot.wisconsin.gov—and a more user-friendly feel, the new site offers a growing wealth of traffic safety and consumer protection information. Users who access the old address will automatically reach the new site, but only until this spring, so be sure to re-set your bookmarks and Web site links.

Get the facts ...

The 2001 Wisconsin Alcohol Traffic Facts Book is now available on the WisDOT Web site at www.dot.wisconsin.gov/safety/motorist/crashfacts/.

This resource for safety, health and social service professionals includes data on crashes, arrests, convictions and driver safety plans.



Mark your calendar!

April 7
**Governor's
Council on
Highway Safety**

April 7-11
**National Work Zone
Awareness Week**
safety.fhwa.dot.gov

May
**National Bike
Safety Month**
www.cdc.gov/ncipc/bike/

May 1-3
**Fourth International
Conference on
Walking**
Portland, Oregon
www.americawalks.org

May 19-26
**Buckle Up America!
Week**
www.buckleupamerica.org

Saferide Taxi Service ...

If you've had one too many

In over 20 communities around the state, members of the Tavern League of Wisconsin (TLW) are helping make sure their customers get home safely. If you've had too much to drink, you can buy a voucher from the bartender for a reduced-cost, safe taxi ride home. The goal of this service is not to encourage drinking but rather to provide a safety net.

Last year seed money from WisDOT Bureau of Transportation Safety helped about a dozen new services get started, and new legislation (2001 Wis. Act 109) places a \$5 surcharge on OWI convictions to help fund taxi voucher programs.

Local TLW chapters decide hours of operation and ride cost, and they provide 50-50 matching funds from voucher sales, corporate donations and special fundraising events. Some use taxi services, while others, in rural areas, rely on Good Samaritan volunteer drivers.

An exemplar of a tavern owner who has gotten something done to reduce impaired driving is Dave Wiganowski, owner of Wigg's Food and Spirits in Madison. He and his wife have put in a lot of creativity and elbow grease since they launched the taxi ride home service for the Madison metropolitan area in 1989. His commitment and enthusiasm are evident as he recounts the history of a service that now is 98% privately funded and provides over 50,000 vouchers each year. Vouchers cost only \$3 for a taxi ride that, on average, would ordinarily cost \$12.50.

Contact Chuck Taylor, Tavern League of Wisconsin at (608) 270-8591 or info@tlw.org.

Had one too many?
Your ride is waiting...

The choice is yours.
The decision... black and white.

Tavern League members from this area are sponsoring Saferide Taxi Service.
Ask the Bartender for details.

Wisconsin Department of Transportation
Bureau of Transportation Safety
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